



# STEPHANIE (STEFFI) EVANS

MEDICAL COPYWRITER

## PERSONAL INFO

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## SKILLS

Medical writing  
Creative & strategic collaboration  
Team leadership  
Line management & mentorship  
Client services and relationships  
Training/teaching and onboarding

## LANGUAGES

English (native), Spanish (fluent),  
French (intermediate)

## INTERESTS

Hiking & the outdoors, make-up  
artistry & SFX, travel & culture, the  
environment, natural world, DE&I,  
cooking & dining

Dual British and Australian citizenship

## PROFILE

Driven and enthusiastic medical writing team lead with over 10 years of agency experience, and a passion for creating meaningful communications in pharmaceutical advertising. Worked across multiple therapy areas, including oncology, virology/infectious disease, mental health, and haematology. Zeal for working with creative and strategic teams to problem-solve and come up with innovative ways of approaching a brief. Loves work that strongly blends medical and creative functions to deliver outstanding value in the healthcare space.

## EXPERIENCE

### LANGLAND, PUBLICIS HEALTH GROUPE; London, UK

Principal Medical Copywriter | Jan 2023 – Present

Expert medical copywriting and co-leader of team of medical copywriters and freelancers.

Develop and oversee copy and content for multiple audiences, across a range of therapeutic areas and medical treatment services, including oncology, ophthalmology, radiology/imaging, and proton therapy.

Line management and mentorship of mid-weight and junior medical writers.

### HAVAS LYNX GROUP; Manchester/London, UK

Various medical writing roles to Associate Director of Medical Writing | Jun 2017 – Dec 2022

Medical writing team lead, developing copy across HCP, patient, and public awareness campaigns. Lead a team of three junior members to create impactful content with the aim of driving business and ensuring meaningful outcomes for business, HCPs, and patients alike.

- Content and scientific lead, developing accurate and compliant medical copy across a range of award-winning campaigns
- Worked closely with creative and strategic functions to ensure copy is appropriate for channels and audience
- Oversaw a team of mid-weight and junior medical writers, managing their work, deliverables, and personal development
- Responsible for maintaining high standards of medical copy within the team
- Developed a positive environment to ensure ongoing collaborative practices, pushing creativity across communications and ensuring strategic alignment at all times while challenging approaches to evolve our offering and deliver innovative solutions
- Developed close relationships with commercial and medical clients as expert content lead
- Senior member of the Medical/Scientific function at an agency level, contributing to management of the function across the agency and providing guidance/advice to other teams
- Agency lead in various training initiatives, including oncology and up-skilling medical writers across professional levels as part of the *LX Academy*
- Faculty Member of the Havas Lynx *Switched ONcology* initiative
- Experience working to ABPI, EFPIA, and other local codes of practice

### HAVAS LYNX GROUP; Manchester/London, UK

Account handling roles to the level of SAM | Aug 2012 – Jun 2017

Began my career at Havas Lynx Group in Account Handling, working across multiple clients and eventually became the lead on all Roche projects within the agency, and expert on their ways of working, processes, and key portfolios. This period in my career was invaluable for learning the ins-and-outs of agency life, and developing an understanding of resource and project management.

## EDUCATION

### **UNIVERSITY OF KENT; Canterbury, UK**

PhD Biochemistry | Sep 2008 – Jul 2012

Studies in animal health and comparative oncology, exploring the role of the HER2 receptor in canine mammary cancer. Thesis available online from the British Library [here](#).

### **UNIVERSITY OF KENT; Canterbury, UK**

BSc(Hons) Forensic Biology | Sep 2005 – Aug 2008

Studies included biology, law, and forensic investigative techniques.

### **RUNNYMEDE COLLEGE INTERNATIONAL SCHOOL; Madrid, Spain**

GCSEs & A-levels, including Biology, Chemistry, Mathematics, Geography, English Language/Literature, Spanish, and French.

## PUBLICATIONS

*[In submission 2022/2023]*

Lopalco PL, Esposito E, Martín-Torres F, Thornton J, Wolynn T, **Evans S**, Mukherjee T, Patel A & Davidson B. Direct long-acting antibodies: Updating the language of RSV prevention to reflect the evolution of mAbs.

Founders Forum Health Tech Report. 2018. Available [here](#).

Beyond caring: learning from the unsung advocates in cancer care. Published in PME, April 2018. Available [here](#).

PhD Thesis: The role of HER2 in canine mammary cancer. Published 2012. Available [here](#).